

ELECTRONIC CHANGEABLE COPY (ECC) / DIGITAL SIGNS ISSUE AND DISCUSSION SHEET

Major Issues:

- Motorist safety/distractions
- free speech
- community aesthetics.

Continuity:

- Same standards since 1992;
- most other communities more restrictive on ECC's (incl. Winston-Salem and High Point)

Current Standards:

- Content freeze requirements (1 or 2 seconds)
- Only requirement for these signs

Possible New Issues/Standards:

General Issues

- **Legal:** can regulate location, size, movements of ECC signs; cannot regulate content and must be equitable to all such signs.
- Transportation studies: much **increased accident risk** with greater than two second distractions.
- There are **more ECC signs** than ever before and more video seen in more places.
- Consider **community tradition**: same aesthetic standards for 16+ years.
- Mixed signage: there are legal limitations on regulating projected, displayed signage that is **partly non-commercial/PSA/artistic and partly commercial**; e.g. commercial "frames".
- **Broad ECC definition/scope** to include all electronic, digital, LED and other related technologies, with projected signage included.

Specific Issues/Considerations

- Should **prohibit sequential messages** and **animation** that distract motorists longer.
- Set **maximum brightness**/illumination standards.
- Possible **reduction in ECC sign sizes**, due to brighter, moving content/messages.
- Possible 2 for one "swithout" for nonconforming billboards going to digital
- Consider different ECC **restrictions in different locations**.
 1. Prohibited in residential, institutional, office, historic areas.
 2. Lesser restrictions on size, number, scrolling content in entertainment/sports areas.
 3. Moderate restrictions in mixed use, pedestrian areas.
 4. Consider context-based design standards for compatibility.
 5. Consider Special Use Permit for ECC's for input from surrounding owners.
- Projected signs can bring vitality, creativity to urban areas;
 1. New: can highlight art, color, architecture and special features in unique ways.
 2. Varied: can include projected images, laser/spot lights, moving or static lighting; computerized
 3. Best locations include clear viewing spots, such as parks/plazas, views down streets, etc.
 4. Images can be small or very large-scale; can project on or within large building walls.
 5. Probably most appropriate for non-commercial messages.
 6. **Cautions:** about how to legally include regulations that permit commercial sponsorships with artistic projected lighting.